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Memorandum

TO: BATA Oversight Committee

DATE: January 7, 2009

FR: Deputy Executive Director

RE: Contract – Rental Car Tolling Service: PlatePass, LLC

BATA staff recommends entering into a sole source contract with PlatePass, LLC to provide automated rental car tolling services.

Currently, rental cars generate about 120,000 violations per year, which account for about 4 percent of total violations. Under the current process, when a motorist in a rental car is a toll violator, the Customer Service Center (CSC) sends a violation notice to the rental agency and the rental agency provides the name and address of the renter to the CSC. The CSC then sends another violation notice to the renter. This is a time consuming and costly process for BATA, the CSC and the rental agencies.

PlatePass provides a method to collect tolls from rental car vehicles using the toll facilities when the drivers do not have a FasTrak[®] account. Any time one of the rental cars managed by PlatePass uses a FasTrak[®] lane on a toll bridge, the toll will be paid based on the rental car license plate. PlatePass will establish a prepaid FasTrak[®] account with BATA and will manage the license plate database for the rental cars. The tolls due to BATA will be automatically deducted from the PlatePass account and no additional fees need to be paid. PlatePass is responsible for collecting the tolls directly from the rental car customer. PlatePass charges rental customers \$1.50 to \$2.50 per day, in addition to the toll amount, to use their service.

PlatePass already has established agreements with Avis/Budget and Hertz and provides this service to other toll agencies. PlatePass will be responsible for all marketing and coordination with the rental agencies. Due to their experience with this service and the benefits to BATA, staff recommends entering into a sole source agreement with PlatePass. There are two other companies that offer similar services to PlatePass and have agreements with other rental car agencies. Staff will evaluate the effectiveness of the PlatePass program to determine whether the service should be expanded to other providers.

There is no cost of the program to BATA. In fact, BATA will save funds since there will be reduced violation processing expense and BATA will receive all tolls from rental cars that are part of the program.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and execute a sole source contract with PlatePass, LLC to provide rental car tolling services for the FasTrak[®] program for a term not to exceed 5 years.

Andrew B. Fremier

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.:	1252
Vendor:	PlatePass, LLC Scottsdale, AZ
Work Project Title:	Rental Vehicle Tolling Service
Purpose of Project:	Automate tolling of rental vehicles
Brief Scope of Work:	Provide automated tolling of rental vehicles through license plate matching to the PlatePass managed FasTrak [®] account.
Project Cost Not to Exceed:	\$0
Funding Source:	N/A
Fiscal Impact:	Project costs are consistent with funds programmed and budgeted in the BATA Toll Bridge Operations.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and execute a contract with PlatePass, LLC for automated rental vehicle tolling services for the FasTrak [®] Program.
BATA Oversight Committee:	<hr/> Steve Kinsey, Chair
Approved:	Date: January 14, 2009